



TMS ALGARVE 2016

Tourism & Management Studies International Conference

KEYNOTE SPEAKER

Professor Muzzo Uysal

University of Massachusetts, Amherst, USA



Muzaffer (Muzzo) Uysal, PhD. is a Chair and Professor in the Hospitality and Tourism Management Department of the Isenberg School of Management at the University of Massachusetts, Amherst. He has extensive experience in the tourism and hospitality field; has worked on several funded marketing and management projects and conducted workshops and seminars in more than 30 countries. He is a member of the International Academy for the Study of Tourism, the Academy of Leisure Sciences, and serves as co-editor of *Tourism Analysis: An Interdisciplinary Journal*. He has also authored and co-authored a significant number of articles, five monographs, and eight books related to tourism and hospitality research methods, tourist service satisfaction, tourism and quality-of-life, creating experience value in tourism, and scales in tourism and hospitality settings. Dr. Uysal has also received a number of awards for Research, Excellence in International Education, Teaching Excellence, and best paper awards. His current research interests center on tourism demand/supply interaction, tourism development and QOL research in tourism and hospitality.